

CONTRACT

WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
(561)694-2525

www.thewpbfchannel.com

And:

McLaughlin & Associates
919 Prince St
Alexandria, VA 22314

<u>Contract / Revision</u> 961718 / 2		<u>Alt Order #</u> 06360895
<u>Product</u> COAL. 4JOBS,SCH,ECON		
<u>Contract Dates</u> 10/08/12 - 11/06/12	<u>Estimate #</u>	
<u>Advertiser</u> Coalition for More Jobs, Better Scools & a St		<u>Original Date / Revision</u> 10/05/12 / 10/19/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WPBF	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WPBF	10/08/12	10/12/12	WPBF News 25 Mornings	6-7AM		:30			NM	2	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$400.00			
2	WPBF	10/08/12	10/12/12	Good Morning America	7-9AM		:30			NM	2	\$1,100.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				2	\$550.00			
3	WPBF	10/08/12	10/12/12	WPBF News 25 @ Noon	12pm-1230pm		:30			NM	5	\$1,625.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$325.00			
4	WPBF	10/08/12	10/12/12	M-F 5pm News	5-6pm		:30			NM	5	\$2,250.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$450.00			
5	WPBF	10/08/12	10/12/12	WPBF News 25 @ 6:00PM	6-6:30PM		:30			NM	5	\$3,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				5	\$600.00			
6	WPBF	10/09/12	10/11/12	Jeopardy	7:30-8PM		:30			NM	2	\$4,000.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-T-T---				2	\$2,000.00			
7	WPBF	10/08/12	10/09/12	M-SUN WPBF News 25 @ 11-11:35PM			:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$800.00			
8	WPBF	10/13/12	10/13/12	GMA Saturday 7-8am	Sat 7am-8am		:30			NM	1	\$350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract Dates 10/08/12 - 11/06/12		Product COAL. 4JOBS,SCH,EC
Advertiser Coalition for More Jobs, I		Estimate # 10/05/12 / 10/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$350.00			
9	WPBF	10/13/12	10/13/12	Sat 8-9am News	Sat 8-9am		:30			NM	1	\$350.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$350.00			
10	WPBF	10/13/12	10/13/12	Sat 7pm News	7-730pm		:30			NM	1	\$350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$350.00			
11	WPBF	10/14/12	10/14/12	Sun 6-7am News	Sun 6-7am		:30			NM	2	\$250.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----2				2	\$125.00			
12	WPBF	10/14/12	10/14/12	Sun 8-9am News	Sun 8-9am		:30			NM	1	\$300.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$300.00			
13	WPBF	10/14/12	10/14/12	Sun 630pm News	630-7pm		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$400.00			
20	WPBF	10/08/12	10/12/12	The View	11A-12PM		:30			NM	3	\$1,650.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MTWTF--				3	\$550.00			
Totals											33	\$18,025.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/14/12	33	\$18,025.00	\$15,321.25
Totals	33	\$18,025.00	\$15,321.25

Signature: _____ **Date:** _____

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